

in response to receiving a correctly ordered set of playing pieces that represents the correctly ordered sequence of words in the literary work, awarding a prize.

2. (Amended) The method of claim 1, wherein the step of creating a plurality of playing pieces comprises the step of creating playing pieces comprising an advertisement.

3. (Amended) The method of claim 2, wherein the step of creating a plurality of playing pieces comprises the step of creating playing pieces comprising an advertisement having no apparent relationship to the literary work.

4. (Amended) The method of claim 2, wherein the step of creating a plurality of playing pieces comprises the step of creating playing pieces comprising a card having one of the distinct parts and the advertisement; and wherein the step of distributing the plurality of playing pieces to members of the public comprises the step of distributing the playing pieces to the public by giving them away in exchange for paid advertising.

5. (Amended) The method of claim 3, wherein the step of creating a plurality of playing pieces comprises the step of creating playing pieces that have one of the distinct parts on a first side thereof and the advertisement on the other side thereof.

6. (Amended) The method of claim 1, wherein the step of creating a plurality of playing pieces comprises the step of creating playing pieces that are represented by computer executable instructions that can be displayed on a computer screen; and wherein the step of distributing the plurality of playing pieces to members of the public comprises the step of distributing the playing pieces through the Internet.

7. (Amended) The method of claim 6, wherein the step of creating a plurality of playing pieces comprises the step of creating playing pieces that are each associated with an advertisement.

8. (Amended) The method of claim 1, wherein the step of distributing the plurality of playing pieces to members of the public comprises the step of distributing only

some of the plurality of playing pieces during a first time period, then distributing remaining playing pieces during a later time period.

11. (Amended) The method of claim 1, wherein the step of creating a plurality of playing pieces comprises the step of creating playing pieces each comprising an identifier that identifies the playing piece without identifying the correct sequence of playing pieces.

12. (Amended) A system for conducting a competition, comprising a central computer accessible from a participant's computer via the Internet, wherein the central computer displays one or more playing pieces each comprising a distinct part of a literary work that, when combined with a plurality of other playing pieces and arranged in a correctly ordered sequence of words, will form the complete literary work and will entitle the participant to win the competition.

15. (Amended) A system for conducting a competition, comprising a sponsor computer accessible from a participant's computer via the Internet wherein the sponsor computer displays one or more playing pieces each comprising a distinct part of a literary work that, when combined with a plurality of other playing pieces and arranged in a correctly ordered sequence of words, will form the complete literary work and will entitle the participant to win the competition.

18. (Amended) A method for conducting a competition in conjunction with advertising, comprising the steps of:

generating a plurality of playing pieces each comprising a distinct part of a literary work and a corresponding advertisement unrelated to the literary work, wherein the literary work comprises a plurality of words in a particular sequence, but wherein each playing piece contains no identifier that would permit a participant to arrange the playing pieces in the correct order;

distributing the plurality of playing pieces to computers over the Internet; and  
in response to receiving a correctly ordered set of playing pieces that represents the correct sequence of words in the literary work, awarding a prize.

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22. (Amended) The method of claim 18, wherein the step of distributing the plurality of playing pieces to computers over the Internet comprises the step of distributing only some of the playing pieces during a first time period, and distributing remaining playing pieces during a later time period.

Please add new claims 23-25 as follows:

23. A method for conducting a competition, comprising:  
dividing a literary work comprising a correctly ordered sequence of words into a plurality of distinct parts, each part having no readily identifiable means for determining the correct sequence of words in the literary work;  
creating a plurality of playing pieces, each piece comprising one of the distinct parts;  
distributing the plurality of playing pieces to members of the public; and  
in response to receiving a correctly ordered set of playing pieces that represents the correctly ordered sequence of words in the literary work, awarding a prize.

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24. The method of claim 1, wherein the step of creating a plurality of playing pieces comprises:  
creating a first portion of the playing pieces such that each of playing pieces of the first portion is represented by computer executable instructions that can be displayed on a computer screen;  
wherein the step of distributing the plurality of playing pieces to members of the public comprises distributing the first portion of the playing pieces through the Internet;  
creating a second portion of the playing pieces such that each of playing pieces of the second portion is represented in a physical form;  
wherein the step of distributing the plurality of playing pieces to members of the public comprises distributing the second portion of the playing pieces to the public in physical form.



Application No.: 09/640,369

**VERSION WITH MARKINGS TO SHOW CHANGES MADE**

**IN THE CLAIMS:**

**Claims 1-8, 11, 12, 15, 18, and 22 have been amended as follows:**

1. (Amended) A method for conducting a competition in conjunction with advertising, comprising the steps of[.]:

[(1)]dividing a literary work comprising a correctly ordered sequence of words into a plurality of distinct parts, each part having no readily identifiable means for determining the correct sequence of words in the literary work;

[(2)]creating a plurality of playing pieces, each piece comprising one of the distinct parts;

[(3)]distributing the plurality of playing pieces to members of the public;  
and

[(4)]in response to receiving a correctly ordered set of playing pieces that represents the correctly ordered sequence of words in the literary work, awarding a prize.

2. (Amended) The method of claim 1, wherein the step [(2)]of creating a plurality of playing pieces comprises the step of creating playing pieces comprising an advertisement.

3. (Amended) The method of claim 2, wherein the step [(2)]of creating a plurality of playing pieces comprises the step of creating playing pieces comprising an advertisement having no apparent relationship to the literary work.

4. (Amended) The method of claim 2, wherein the step [(2)]of creating a plurality of playing pieces comprises the step of creating playing pieces comprising a card having one of the distinct parts and the advertisement; and wherein the step [(3)]of distributing the plurality of playing pieces to members of the public comprises the step of distributing the playing pieces to the public by giving them away in exchange for paid advertising.

5. (Amended) The method of claim 3, wherein the step [(2)]of creating a plurality of playing pieces comprises the step of creating playing pieces that have one of the distinct parts on a first side thereof and the advertisement on the other side thereof.

6. (Amended) The method of claim 1, wherein the step [(2)]of creating a plurality of playing pieces comprises the step of creating playing pieces that are represented [in a]by computer [form]executable instructions that can be displayed on a computer screen; and wherein the step [(3)]of distributing the plurality of playing pieces to members of the public comprises the step of distributing the playing pieces through the Internet.

7. (Amended) The method of claim 6, wherein the step [(2)]of creating a plurality of playing pieces comprises the step of creating playing pieces that are each associated with an advertisement.

8. (Amended) The method of claim 1, wherein [step (3)]the step of distributing the plurality of playing pieces to members of the public comprises the step of distributing only some of the plurality of playing pieces during a first time period, then distributing remaining playing pieces during a later time period.

11. (Amended) The method of claim 1, wherein the step [(2)]of creating a plurality of playing pieces comprises the step of creating playing pieces each comprising an identifier that identifies the playing piece without identifying the correct sequence of playing pieces.

12. (Amended) A system for conducting a competition, comprising a central computer accessible from a participant's computer via the Internet, wherein the central computer displays one or more playing pieces each comprising a distinct part of a literary work that, when combined with a plurality of other playing pieces and arranged in a [correct]correctly ordered sequence of words, will form the complete literary work and will entitle the participant to win the competition.

15. (Amended) A system for conducting a competition, comprising a sponsor computer accessible from a participant's computer via the Internet wherein the sponsor computer displays one or more playing pieces each comprising a distinct part of a literary work that, when combined with a plurality of other playing pieces and arranged in a [correct]correctly ordered sequence of words, will form the complete literary work and will entitle the participant to win the competition.

18. (Amended) A method for conducting a competition in conjunction with advertising, comprising the steps of[.];

[(1) ]generating a plurality of playing pieces each comprising a distinct part of a literary work and a corresponding advertisement unrelated to the literary work, wherein the literary work comprises a plurality of words in a particular sequence, but wherein each playing piece contains no identifier that would permit a participant to arrange the playing pieces in the correct order;

[(2) ]distributing the plurality of playing pieces to computers over the Internet; and

[(3) ]in response to receiving a correctly ordered set of playing pieces that represents the correct sequence of words in the literary work, awarding a prize.

22. (Amended) The method of claim 18, wherein [step (2)]the step of distributing the plurality of playing pieces to computers over the Internet comprises the step of distributing only some of the playing pieces during a first time period, and distributing remaining playing pieces during a later time period.

**New claims 23-25 have been added as follows:**

23. A method for conducting a competition, comprising:  
dividing a literary work comprising a correctly ordered sequence of words into a plurality of distinct parts, each part having no readily identifiable means for determining the correct sequence of words in the literary work;

creating a plurality of playing pieces, each piece comprising one of the distinct parts;

distributing the plurality of playing pieces to members of the public; and  
in response to receiving a correctly ordered set of playing pieces that represents the correctly ordered sequence of words in the literary work, awarding a prize.

24. The method of claim 1, wherein the step of creating a plurality of playing pieces comprises:

creating a first portion of the playing pieces such that each of playing pieces of the first portion is represented by computer executable instructions that can be displayed on a computer screen;

wherein the step of distributing the plurality of playing pieces to members of the public comprises distributing the first portion of the playing pieces through the Internet;

creating a second portion of the playing pieces such that each of playing pieces of the second portion is represented in a physical form;

wherein the step of distributing the plurality of playing pieces to members of the public comprises distributing the second portion of the playing pieces to the public in physical form.

25. The method of claim 6, further comprising the step of intermittently displaying the playing pieces on a web site, such that participants are encouraged to frequently visit the web site.